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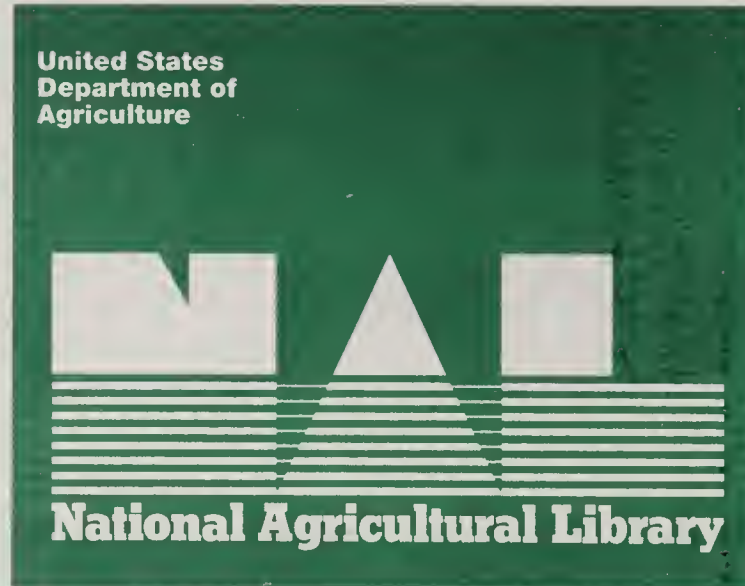
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September 1952

**U.S. DEPARTMENT
OF AGRICULTURE
PRODUCTION and MARKETING
ADMINISTRATION**

this is a .

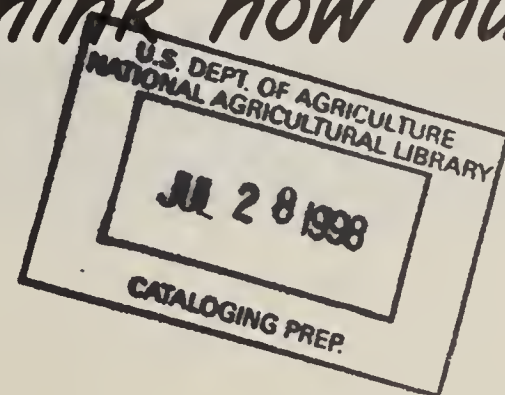


*COME and
SUPPLY*

- *how to*
- *how maintaining production depends on cash purchases of essential goods from industry*
- *why the price support program is important to your food supply*

in calendar year 1951

- *the U.S. population increased by 2,698,000 persons*
- *there was an average daily increase of 7,392*
- *it takes 16 tons of food to supply this many people for a day*
- *did you ever stop to think how much food you eat?*



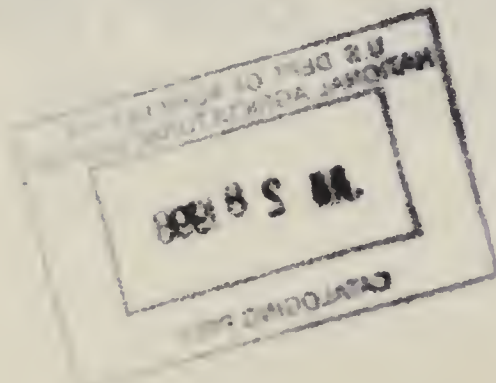
The average person in this country will consume a little more than three-quarters of a ton of food in a year. Per capita consumption in 1951 is estimated by the Bureau of Agricultural Economics at 1,570 pounds, retail weight.

The average-sized adult eats his weight in food every 6 to 8 weeks, or about seven times a year. This allows 25 percent for spoilage, waste, and other loss.

Weight of food consumed is an interesting but inadequate measure of our national diet.

In recent years we have been eating not only more food, but better food, and our diets have been more balanced -- more milk, meats, fruits and vegetables, and less of the starchy foods.

BAE estimates that the per capita diet for this year will be about 12 percent higher than in the 5 years preceding World War II.



*the
AVERAGE ADULT*

eats

*his WEIGHT in
food every 6 to 8
weeks*



*Qwra is the BEST FED NATION
in the world!*

The growth in U. S. population has caught up with the increase in volume of food production.

The population has increased 68 percent in the span of years represented in the chart on the opposite page. Total farm production has increased by about the same amount during the same period with most of the increase coming in the last 15 years.

Farmers have had to keep breaking past production records to keep pace with expanding needs.

Record production is required today to maintain the present standard of diet for the present population, and to meet essential needs of other free nations.

As the chart shows, farmers have always responded to the need for greater production.

The steep rise in farm output from the mid-thirties on didn't just happen. Some of the forces which made this possible and which will be needed to keep production rising are the subject of later charts.

PERCENT

(INDEX 1910-14=100)

175

***FARMERS ARE NOW
PRODUCING
69% MORE...***

150

125

100

75

1910

1920

1930

1940

1950

***...THAN
40 YEARS
AGO***

Few areas of the world have been as abundantly blessed with soil, water, and human resources as the United States. In many countries the task of producing enough food to keep body and soul together is still a daily struggle requiring the time and attention of most of the people.

In 1820 nearly three-fourths of the total labor force (71.8 percent) was engaged in agricultural pursuits; at the turn of the century a little more than a third; and now, only a sixth.

This release of human energy for other productive work from the task of supplying food and fiber is one of the greatest living stories of our country.

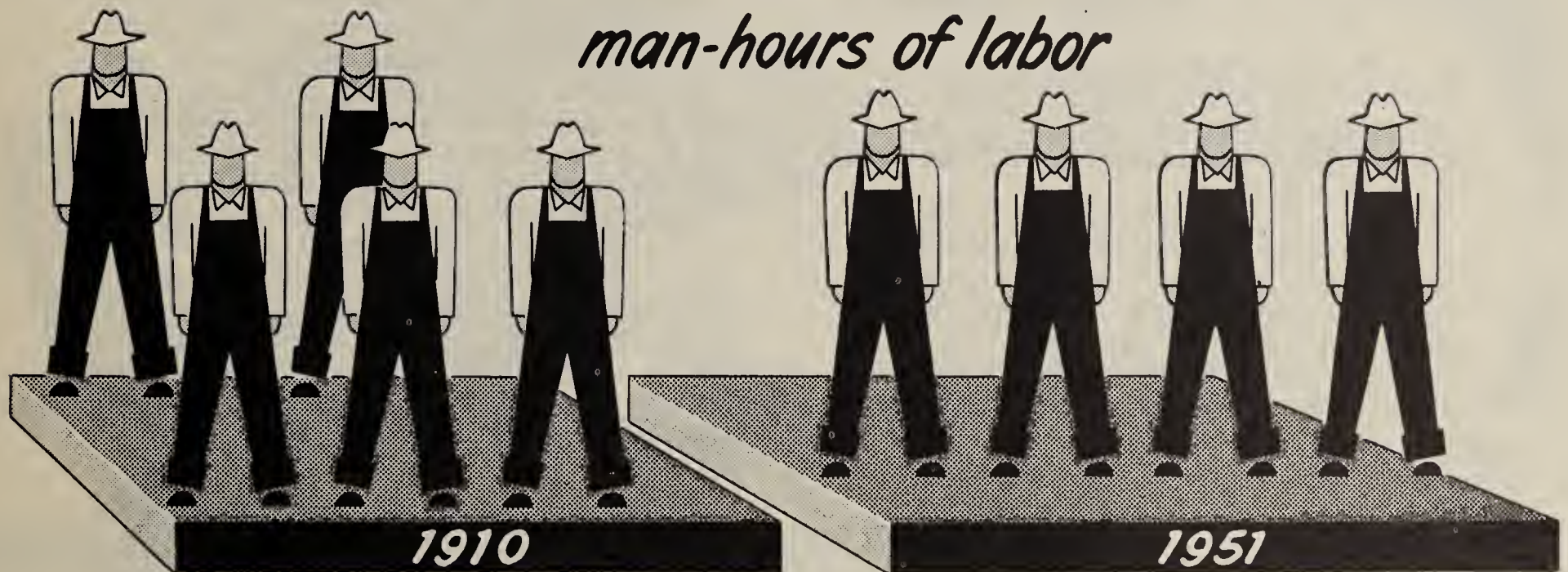
In 1910, 22 1/3 billion man-hours of farm labor were required to produce that year's output of farm products. The man-hour requirement of agriculture remained fairly constant for more than 20 years. By the mid-thirties, total man-hours used in farm work dropped to a little above 20 billion a year.

In 1951 the man-hour requirement for farm production had declined to a little under 18 billion.

Over this period harvested crop acres increased only 11 percent. Farmers have succeeded in supplying more food to a greater number with fewer man-hours of work, and with only a slight increase in the area of productive land.

FARMERS ARE PRODUCING MORE

*...with 20% fewer
man-hours of labor*



*...and only 11% more
harvested acres*

A boy on a farm 40 years ago performed tedious chores by hand, cultivated with a walking plow, forked hay, milked cows by hand, wondered why the water bucket in his mother's kitchen was always empty, and, if lucky, drove to town once a week with the family in a spring wagon.

It was impossible for this boy to foresee the revolutionary change that was to take place in agriculture during his lifetime, most of it within the last 15 to 20 years.

The technological revolution matured more slowly in agriculture than in industry. But once it took hold, it brought swift and sweeping changes. It is not only that farmers can produce more; the conditions under which they can produce best have changed, too.

Today farmers are producing more with less labor and little more land because petroleum- and electrically driven machines are more efficiently performing the work once done by men and animals; because new and improved varieties of seed and livestock have been introduced; because better systems of management have been installed; because of increased use of chemical food elements to supply soil deficiencies; because greater use has been made of chemistry to control weeds and pests; and because more attention has been given to soil and water conservation.

All are contributing to a higher level of production, to a greater efficiency in agriculture, and to a far greater dependence upon resources which cannot be supplied by the farm itself.

STEEL

CHEMICALS

POWER

*...and other
non-farm
resources have
been substituted
for additional
FARM LAND
and
LABOR*

The figures on this chart are estimates based on the best data available.

This chart illustrates the tremendous size of the total army of workers required to supply you with food and fiber, the great importance of the total industry to the national economy, the interlocking relationships which place great dependency of one group upon the other, and how economic injury or illness of any one of the three major segments must sooner or later spread to the other two, and to the entire economy.

About 25 million persons out of the total civilian labor force--nearly 2 out of every 5 workers--are employed one way or another in satisfying your demands upon the soil.

About 10 million workers are employed directly on farms. Another 6 million

workers are providing the essential raw materials, machines, equipment, and other goods and services without which modern agriculture could not survive.

Another 9 million persons are engaged in handling, processing, and in bringing the product of our farms to the family household in a form that can be used.

To a far greater extent than ever before, farm production is a "two-way road." Down one road the farmer sends dollars, supplies manpower, and provides raw materials for the towns and cities.

Down the other road the towns and cities send the farmer dollars for his products, manpower and machines, chemicals, energy, scientific knowledge, and other goods and services essential to present-day high level farm production.



The infographic is a 3D-style illustration. At the top, a large oval contains many small human figures. Below this, a wide path leads to three distinct blocks. The left block is topped with a farm scene (barn, house, silo) and contains the text '10 MILLION ARE WORKING ON FARMS'. The middle block is topped with a factory scene (factory building, smokestacks, water tower) and contains the text '6 MILLION ARE PRODUCING FOR AND SERVICING FARMERS'. The right block is topped with a processing plant scene (large building, conveyor belt, silo) and contains the text '9 MILLION ARE PROCESSING AND DISTRIBUTING FARM PRODUCTS'. The human figures are distributed along the path, with a higher density on the left and right blocks. The entire scene is set on a base that contains a large text banner.

OUT OF 61 MILLION EMPLOYED

**10 MILLION
ARE WORKING
ON
FARMS**

**6 MILLION ARE
PRODUCING FOR
AND SERVICING
FARMERS**

**9 MILLION ARE
PROCESSING AND
DISTRIBUTING
FARM PRODUCTS**

25 million are in agriculture and related industries

During the first quarter of this century agriculture was a far more self-sufficient industry than it is today.

Most of the farm power was muscle power supplied by animal and human labor. The fuel for this power came largely from the farm itself in the form of feed for horses and mules and food for workers.

Except in the Southern States, chemical fertilizers were little used. Farmers in most parts of the country depended upon livestock for their fertilizer supply. Use of lime was limited to a few small areas.

Much of the seed for crops was picked from the field, bin, or crib. The commercial feed industry was in its infancy. Home butchering was a necessary custom.

The arts of home baking and canning flourished. The flickering kerosene lamp provided light. The hand pump or the windmill supplied the power for water. The wood lot or the coal pile provided heat.

Trading bread grains for flour at the mill was a common practice; and although the traded grain represented dollar value, cash was not required for the transaction.

The cash needed for farming 40 years ago was comparatively small, since so many of the goods and services required for production and living came from the farm itself.

The cost of a two-plow tractor at today's prices would have financed the production expenses on an average U. S. farm in 1910 for $3\frac{1}{2}$ years.

40 YEARS AGO FARMERS...

- *produced most of their own POWER*



- *raised most of their own FUEL*



- *depended mainly on
farm-produced FERTILIZER*



*MOST OF THE MATERIAL NEEDED FOR
PRODUCTION CAME FROM THE FARM*

The farmer is no longer the relatively self-sufficient individual of 40 years ago, or even of 20 years back.

The farmer today must rely on millions of other people --for raw materials, labor, processing, research, technical skills, and for bringing to him essential goods and services without which the present high level of food production could not be maintained.

This chart and the next two illustrate some of the basic materials required by farmers each year to attain the present high level of farm production.

The figures shown in the charts are based on data for allocation of basic raw materials for direct farm use in connection with the Defense Mobilization Program.

All of the basic metals, chemicals, fuels, electrical energy, and other non-farm goods and services essential to the present high level of farm production require a large yearly outlay of cash that must be met out of current income or financed with short-term credit.

This is one of the most significant effects of the change in agriculture -- the increase in the amount of cash required to support the more efficient methods of farming which result in a higher volume of production.

The cost of a two-plow tractor at current prices would finance the production expenses of the average U. S. farm today for slightly less than 6 months, compared with $3\frac{1}{2}$ years in 1910.

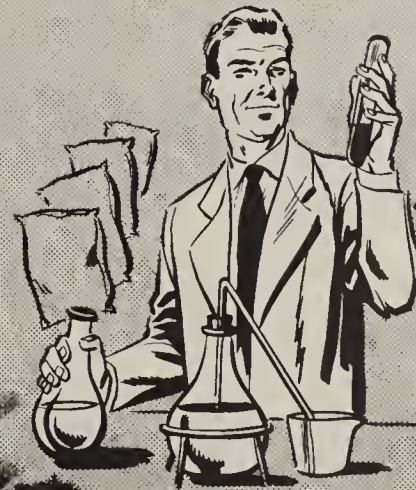
TODAY'S FARMERS need each year...

**7 MILLION TONS OF
finished steel**



*more than
is used
for a
year's output
of passenger
cars*

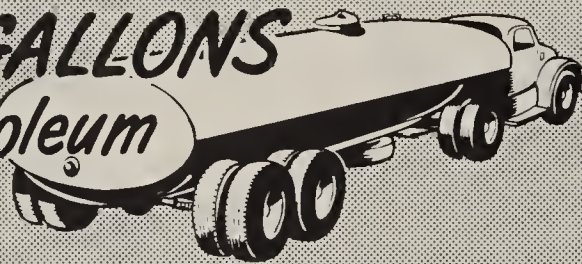
**50 MILLION TONS OF
chemical materials**



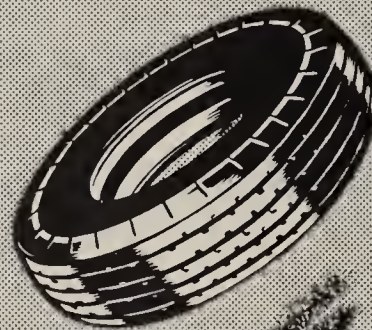
*five times
the amount
used by
farmers
in 1935*

TODAY'S FARMERS need each year...

16½ BILLION GALLONS
of crude petroleum



320 MILLION POUNDS
of raw rubber

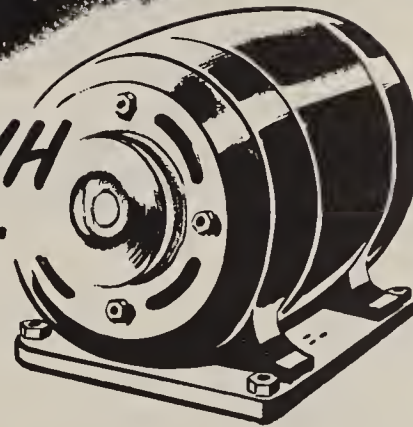


*more
petroleum
power than
is used by
any other
industry*

*enough
rubber to
put tires
on
6 million
automobiles*

*TODAY'S FARMERS
need each year...*

*15 BILLION KWH
of electrical power*



*enough power
to supply
CHICAGO
DETROIT
BALTIMORE
and HOUSTON
for a year*

**MODERN FARMING REQUIRES HIGH
CASH INCOME FOR PURCHASE OF
MATERIALS FROM INDUSTRY AND LABOR**

The technological forces that have transformed agriculture in the last 15 to 20 years brought with them new methods and greater efficiencies resulting in higher total output.

At the same time, they have imposed upon the farmer a greater annual need for cash with which to purchase the materials and services that result in higher production.

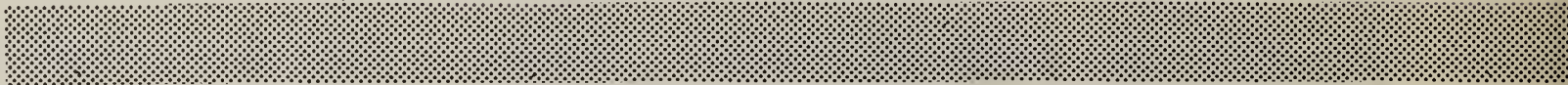
This chart is an index of cash expenditures for farm production expressed in constant dollars with 1910-14 as base years. It represents the volume of chemicals, metals, fuel, power, and other goods, and services purchased for farm production, including those which came from the farm itself.

Farmers have been producing at record levels in recent years because their cash position has enabled them to finance the purchase of a much greater volume of materials and services from research, labor, and industry, without which present high yields could not be maintained.

In terms of current dollars, today's farm production expenses are approximately 6 times those of the 1910-14 period.

In terms of dollars of equivalent value, today's farm production expenses are double those of 1910-14.

In other words, it takes twice the volume of goods and services to produce at today's high level of output than it took 40 years ago.



PERCENT

(INDEX 1910-14 = 100)

225

200

175

150

125

100

75

***TODAY'S FARM OUTPUT
REQUIRES DOUBLE THE
VOLUME OF PRODUCTION
GOODS AND SERVICES***

1910

1920

1930

1940

1950

It was not until the mid-thirties that the technological revolution obtained a firm grip upon agriculture and carried it to the pinnacle of production realized to-day.

Much of the technical knowledge, such as the value of limestone, the importance of legumes, and the response to fertilizers, was known in the earlier period, but the returns from farming produced such a narrow margin above operating expenses and the demands of meeting the mortgage payments, that new methods requiring additional outlays of cash were adopted slowly.

As late as 1935 there were only 1 million tractors on farms. Now there are 4 million. There were 85,000 grain combines; now there are more than 800,000. There were about 900,000 trucks; now there are 2,280,000. There were 70,000 corn pickers; now there are 522,000. There were 120,000 milking machines on farms; now there are 655,000.

In 1935, 16.7 million horses and mules required the production of 54 million acres of land. Today 7 million horses and mules are supplied by 21 million acres.

In 1935, 11 farms out of 100 received central station electrical power. Today 84 farms out of 100. In 1935, only 1.1 percent of the corn acreage was planted with hybrid seed; today, 84.4 percent.

In 1935, farmers used 3-1/3 million tons of liming materials; today, 27 to 30 million tons a year. In 1935, farmers used $1\frac{1}{4}$ million tons of chemical plant nutrients; today, nearly 5 million tons. In 1935, farmers spent 28 million dollars for insecticides and pesticides; today they spend 100 million dollars.

Today's high yields could not be achieved, and cannot be maintained, without a large volume of materials and services supplied by research, labor, and industry which must be financed out of income.

BEFORE THE MID-THIRTIES...

*FARMERS COULD REDUCE THEIR
PURCHASES FROM INDUSTRY
WITHOUT A SERIOUS LOSS
IN PRODUCTION*

BUT TODAY...

*FARMERS CAN'T PRODUCE
WITHOUT MATERIALS FROM
INDUSTRY....WHICH MUST
BE PAID FOR IN CASH*

This chart shows why farm income is important to your food supply--now and in the future.

The solid line is the index of farm spending for production in constant dollars, based on the 1910-14 average. It represents the volume of goods and services purchased by farmers to push production levels to new heights. The broken line is the volume of farm goods produced.

In the 42 years shown, there has never been a sustained increase in the volume of farm production without a corresponding or greater rise in the volume of farm spending --spending required to finance the cost of the additional goods and services needed to increase output.

The steep climb in farm production from the mid-thirties on took place during a period in which the machine largely replaced the animal as a source of farm power, in

which there was more than a threefold increase in the use of chemical fertilizers, a sevenfold increase in the use of lime, and a more than eightyfold increase in the use of hybrid seed corn.

The big rise in production took place during the same period which brought electrical power to the farm, which saw the introduction and use of new chemicals in agriculture, the development and expansion of the commercial feed industry, a great rise in the use of high-protein feeds for more efficient animal production, and the beginning of conservation farming. In short, during this period a quarter-century backlog of research and technical know-how was put to work.

Today the dependence of agriculture upon the products of industry and labor is great, and is growing. If through fear of debt or lack of income, farmers reduce their spending for industrial products, farm production will go down.

PERCENT

(INDEX 1910-14=100)

225

200

175

150

125

100

75

IF THE VOLUME OF CASH
FOR USE IN PRODUCTION.....

FARM PRODUCTION.....

GOES
DOWN

WILL
GO
DOWN

1910

1920

1930

1940

1950

Farmers are now producing an annual volume of food and fiber greater than the soil is capable of yielding without the aid of modern methods requiring large cash expenditures for the products of industry and labor.

The land is no better than it was 40 years ago. Millions of acres are less fertile. Many thousands of tons of topsoil have been lost through erosion in 40 years of farming. Despite gains through conservation, the inherent productivity of much of the soil is still going down.

Maintaining production at today's peak level is an annual battle. If less productive seed is planted, if worn out and obsolete machinery and equipment are not replaced, if less fertilizer is used, and if crops go unsprayed, total production suffers.

Today's production is more expensive than it has ever been, involving modern machines, improved seeds, improved systems of management, timely cultivation of crops, equipment for proper use and storage of grass, grains, and milk, housing for livestock, chemicals for plant food, and control of weeds and insects.

If production is to be maintained at present high levels, farmers must be in a financial position to support their volume of spending for the products of industry and labor.

If production is to be increased in response to population growth and a greater national requirement, farmers must be able to purchase an even greater volume of production resources which cannot be supplied by the farm itself.

Your **FOOD SUPPLY**

*depends on the soil and the
ability of farmers to pay for...*

- **STEEL**
 - **CHEMICALS**
 - **FUEL**
 - **POWER**

*and other goods and services
now essential to*

HIGH LEVEL PRODUCTION

WHY PRICE SUPPORT?

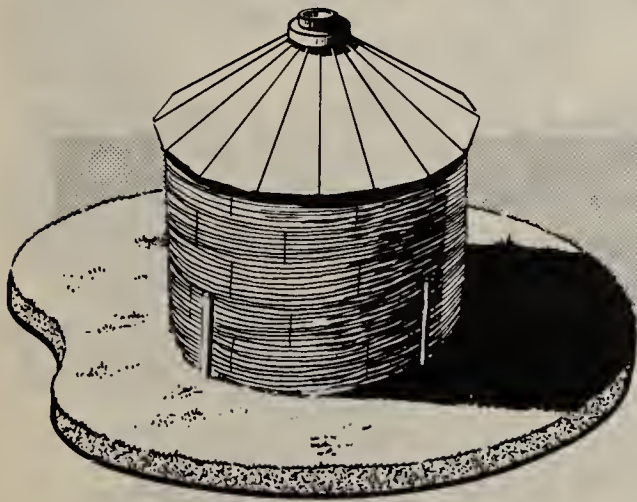
EVERYBODY MUST EAT

- you can get along without many things, but not without food
- the population is now increasing faster than farm production
- an abundant and uniform supply of food is essential to national well-being in time of peace, and to national security in time of emergency

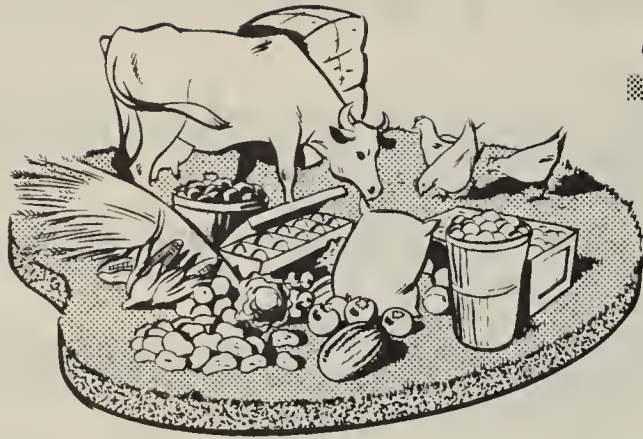
TO INSURE PLENTY...



Farmers must plan for abundant production every year, which will result in too much in some years and not enough in others



*This means
in years of plenty reserves
must be established to take
care of the years of shortage*



TO INSURE PLENTY...

*every year farmers
must put up large*

CASH EXPENDITURES



*against the uncertainties
of weather and price*

without PRICE SUPPORT



plus



*...can put a FARMER
OUT OF BUSINESS*

TO SATISFY THE NATION'S
INCREASING NEEDS ...

... FARMERS MUST HAVE THE
ASSURANCE OF A
MARKET AND A **PRICE**
THAT WILL KEEP HIM
IN BUSINESS

The PRICE SUPPORT PROGRAM
grew out of this NEED

to stabilize your food
supply by keeping
farmers in business

How does this work?

When a manufacturer feeds raw materials into a factory he knows about how much will come out, and he can adjust his output to market needs.

When a farmer plants his seed or breeds his livestock, he is never sure how much will be produced or what the market will bring in the way of a price.

Once the productive processes are started, they cannot be turned on and off at will. The effects of weather, insects, and disease can be modified by modern farming methods, but they cannot be controlled.

This chart shows the fluctuations in corn production above and below the level of actual market demand for five periods in the last 19 years.

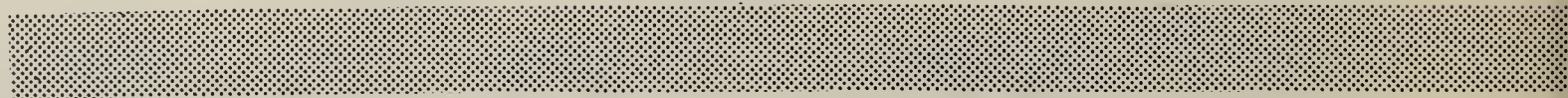
During the 1933-36 period, including two of the worst drought years of

record, corn production was 494 million bushels less than the amount actually used. The deficit was made up from reserve stocks and small imports.

During the next 3 years, farmers produced 618 million bushels more corn than was actually used. In the following 8 years, production increased, but not fast enough to supply the market need. Corn production for this period was 578 million bushels less than the amount used.

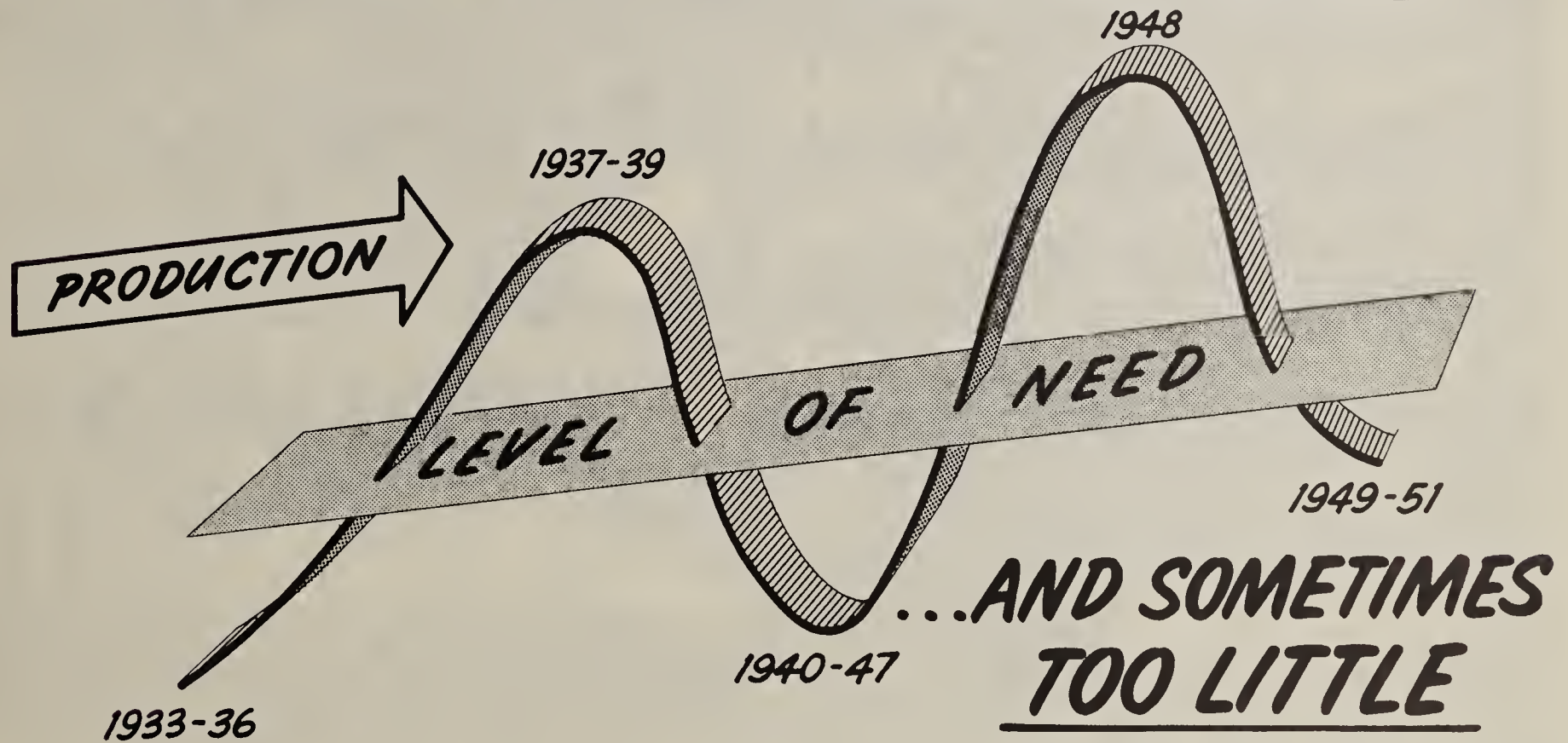
Then in one year, 1948, the crop was so big that corn production exceeded use by 688 million bushels. In the last 3 years, corn production was 315 million bushels less than the amount used.

The chart shows why it is necessary to plan for a large production every year and to carry large reserves when the crops are big, in order to have enough in the years when the crops are small.



HERE IS AN EXAMPLE-

**CORN PRODUCTION
IS SOMETIMES TOO MUCH...**



Corn is used in many things. Some part of corn is in your ice cream, soda pop, candies, jams, bread, canned fruits, salad dressing, table sirup, desserts, and many other good things you eat.

Products made from corn are in the books you read, the paper you write on, the rugs on your floor. Corn is used in the mines, in the steel plants, in the chemical factories, in explosives, in textiles, and in the airplanes that fly overhead.

A bushel of corn will provide the steep-water to make 35 average doses of penicillin. A bushel and a half of corn, taken through the process of synthetic rubber manufacture will put a tire on your automobile.

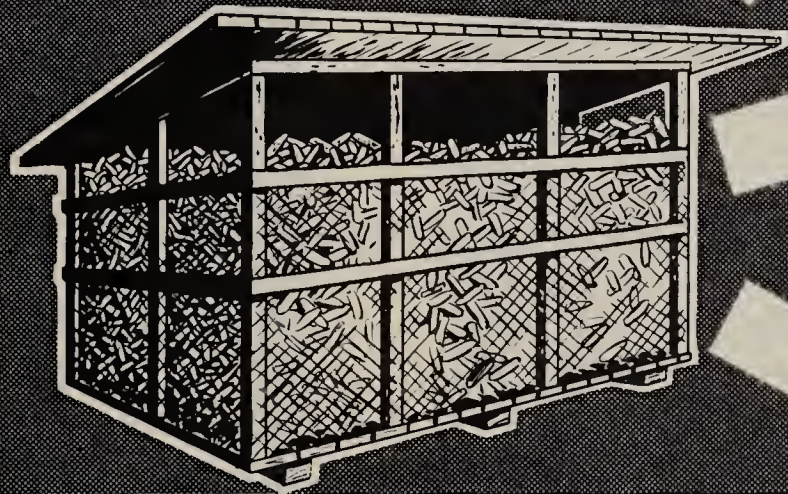
However, the basic use of corn still is, and for a long time will continue to be, food for man and feed for livestock.

About 69 percent of a pork chop comes from corn, 39 percent of a chicken, 13 percent of a beefsteak, and about 8 percent of a quart of milk.

The chart shows the value of 1,000 bushels of corn expressed in the retail weight of meat, quarts of milk, and dozens of eggs which can be produced from this amount. The figures are based on the proportion of corn fed to each kind of livestock during the last 10 years, together with other feeds customarily used.

The meat equivalent of 1,000 bushels of corn as it is customarily fed, though heavily weighted with pork, is enough to supply one person for 25 years at the 1951 per capita consumption rate; the milk equivalent is enough to supply one person for 20 years; and the egg equivalent is enough to supply one person for 26 years.

*A 1,000 BUSHEL CRIB OF CORN
is equivalent to...*



MEAT 4,294 POUNDS

plus

MILK 3,658 QUARTS

plus

EGGS 873 DOZEN

Enough meat, milk and eggs to supply you for 20 years

Not until 1933, when the first price-supporting corn loan was offered farmers, did the reserve of corn carried over from one season to the next exceed 300 million bushels.

The only previous years in which reserve corn stocks approached 300 million bushels were in 1926, (280 million bushels) and in 1921, (271 million bushels).

Since the corn loan and storage programs have been in operation, reserve stocks of corn, though fluctuating from year to year, have been maintained in most years at a higher and safer level.

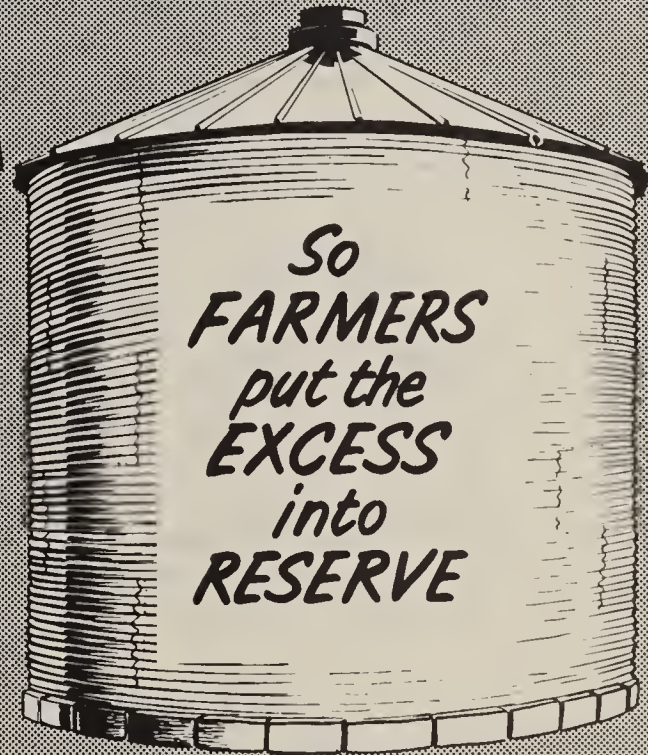
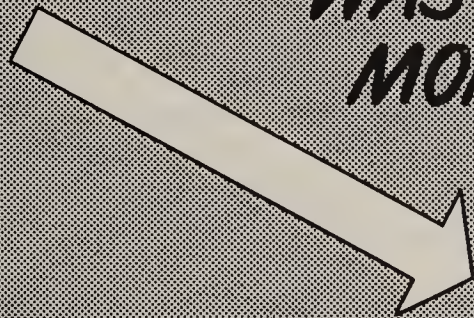
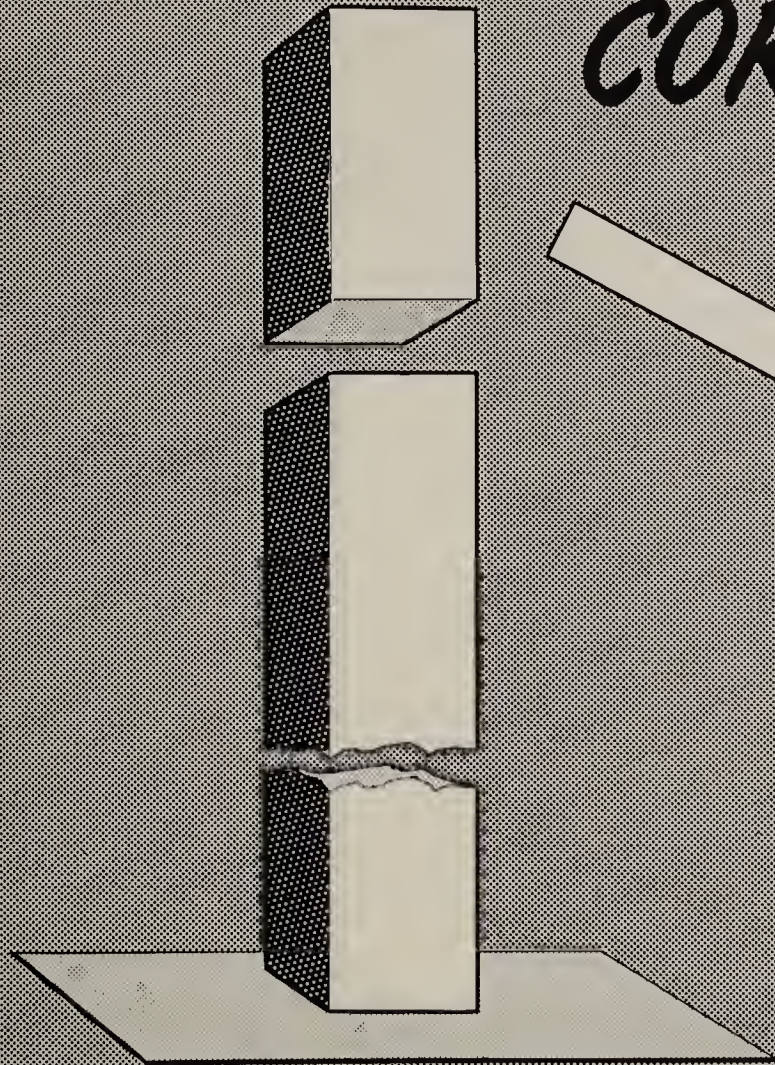
In the fat productive years, farmers have been encouraged to set the surplus aside in reserve for the greater protection of your food supply when the lean years come.

During the 3 years 1937-39, corn production exceeded requirements each year, so that by the end of the 1939 marketing season reserve corn stocks had reached a total of 687 million bushels, the most corn ever held in reserve up to that time.

DURING 1937-1939

CORN PRODUCTION

*WAS 618 MILLION BUSHELS
MORE THAN WAS NEEDED*



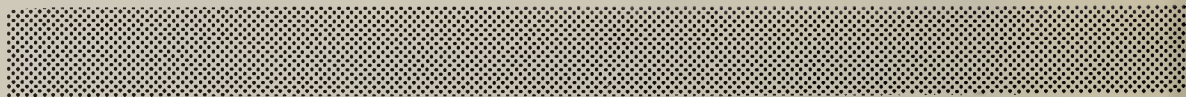
The big reserve of corn that had accumulated during the late 1930's helped to win a war.

Corn production increased after the outbreak of World War II. But the demand for corn outran the increase in production. Only two of the eight crops following the 1939 season were large enough to supply market needs and add a little to reserve stocks.

For the 8-year period, 1940-47, corn production fell short of market needs by 478 million bushels. The big corn reserve of 687 million bushels available at the beginning of the 1940 corn marketing season dwindled to 123 million bushels by the end of the 1947 marketing season.

Use of the reserve stocks of corn, other feed grains, and wheat that had been stored with the help of loan and storage programs made it possible for farmers to expand production of meat, milk, and eggs during the emergency to keep us well-fed at home, to support the Armed Services overseas, and to help supply the needs of our allies.

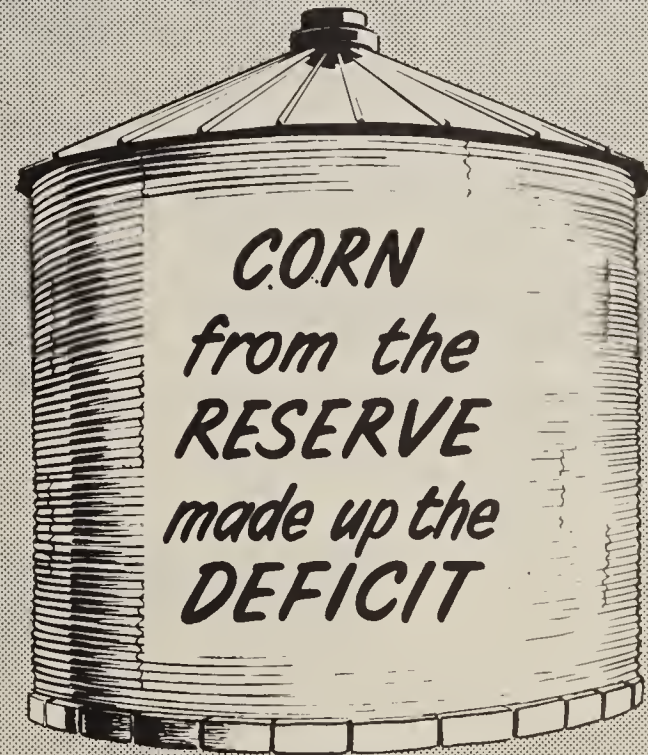
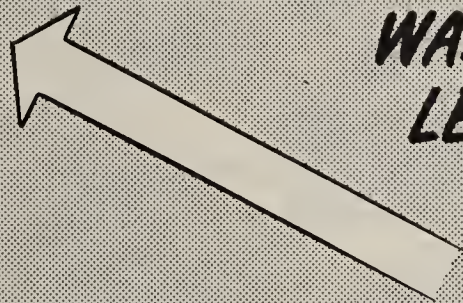
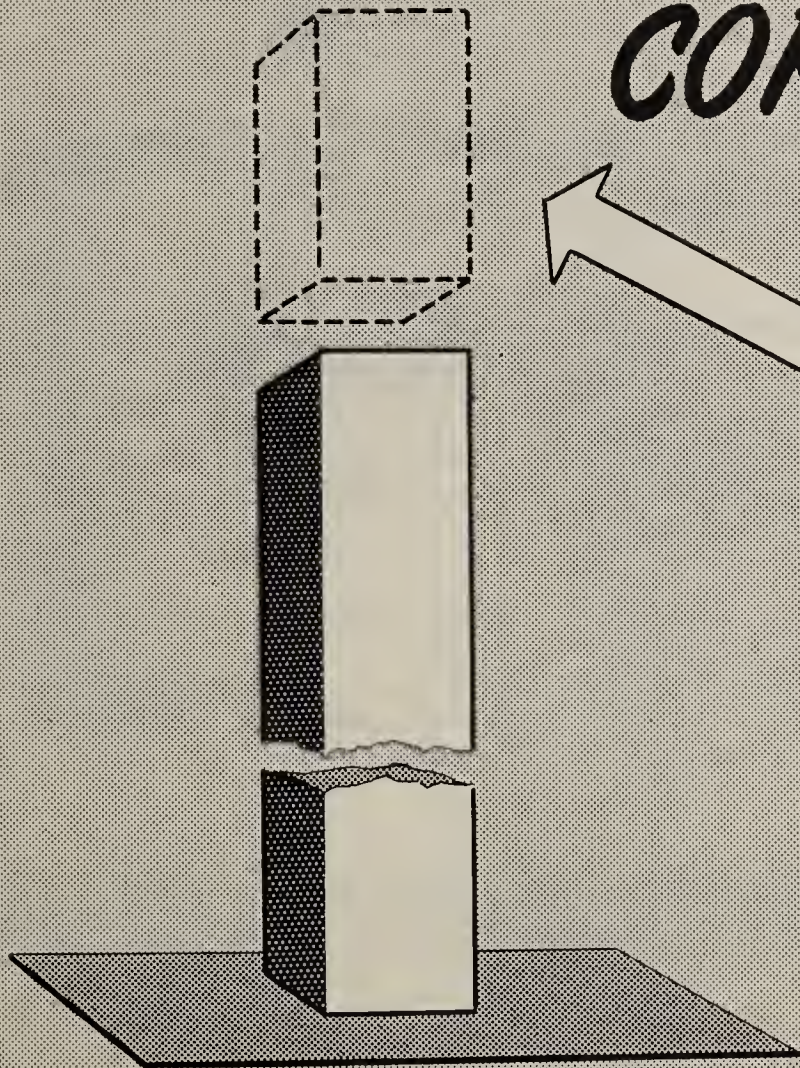
There is no financial yardstick that can measure the value of having enough to supply our needs in a time of emergency.



DURING 1940-1947

CORN PRODUCTION

***WAS 578 MILLION BUSHEL
LESS THAN WAS NEEDED***



Corn served many useful ends during and after World War II. Corn went into explosives. Alcohol from corn produced synthetic rubber for tires. Dextrose from corn fed by intravenous injection provided food to sustain the lives of many wounded.

The use of steepwater from corn in the early days of the war made it possible to increase tenfold the production of life-saving penicillin. Corn supplied the starch used by foundries as a binder to form the sand molds in which metal parts, such as airplane cylinder heads, were cast.

But corn served its most useful purpose by supplying much of the raw material

which enabled farmers to lift the production of meat, milk, and eggs to new and higher levels in a time of national need.

During the 8 years, 1940-47, 564 million bushels of corn were used from the reserve. The chart shows the value of this corn in terms of retail weight of meat, quarts of milk, and dozens of eggs; and the number of persons each would supply for a year at the 1951 per capita rate of use.

As in the case of the earlier chart, the figures are based on the proportion of corn fed to each kind of livestock during the last 10 years, together with other feeds customarily used.



2.4 BILLION POUNDS
ENOUGH TO SUPPLY
14 MILLION PEOPLE
FOR A YEAR

2 BILLION QUARTS
ENOUGH TO SUPPLY
11 MILLION PEOPLE
FOR A YEAR

493 MILLION DOZEN
ENOUGH TO SUPPLY
14.9 MILLION PEOPLE
FOR A YEAR

This chart illustrates how the corn price-support and storage programs help to bring greater stability to prices and the food supply.

The plane across the chart is the protection offered farmers by price-supporting corn loans. The ribbon winding above and below the plane is the quarterly national average farm price of corn in cents per bushel above or below the loan rate.

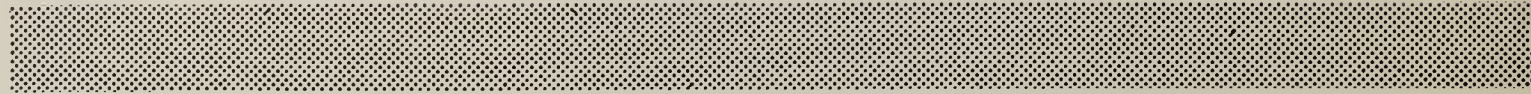
The shaded area at the bottom is the amount of corn held in reserve year by year. In the years of big crops and low corn prices, farm buying power is preserved and corn reserves build up.

In the years of small crops and higher prices, corn taken from the reserve

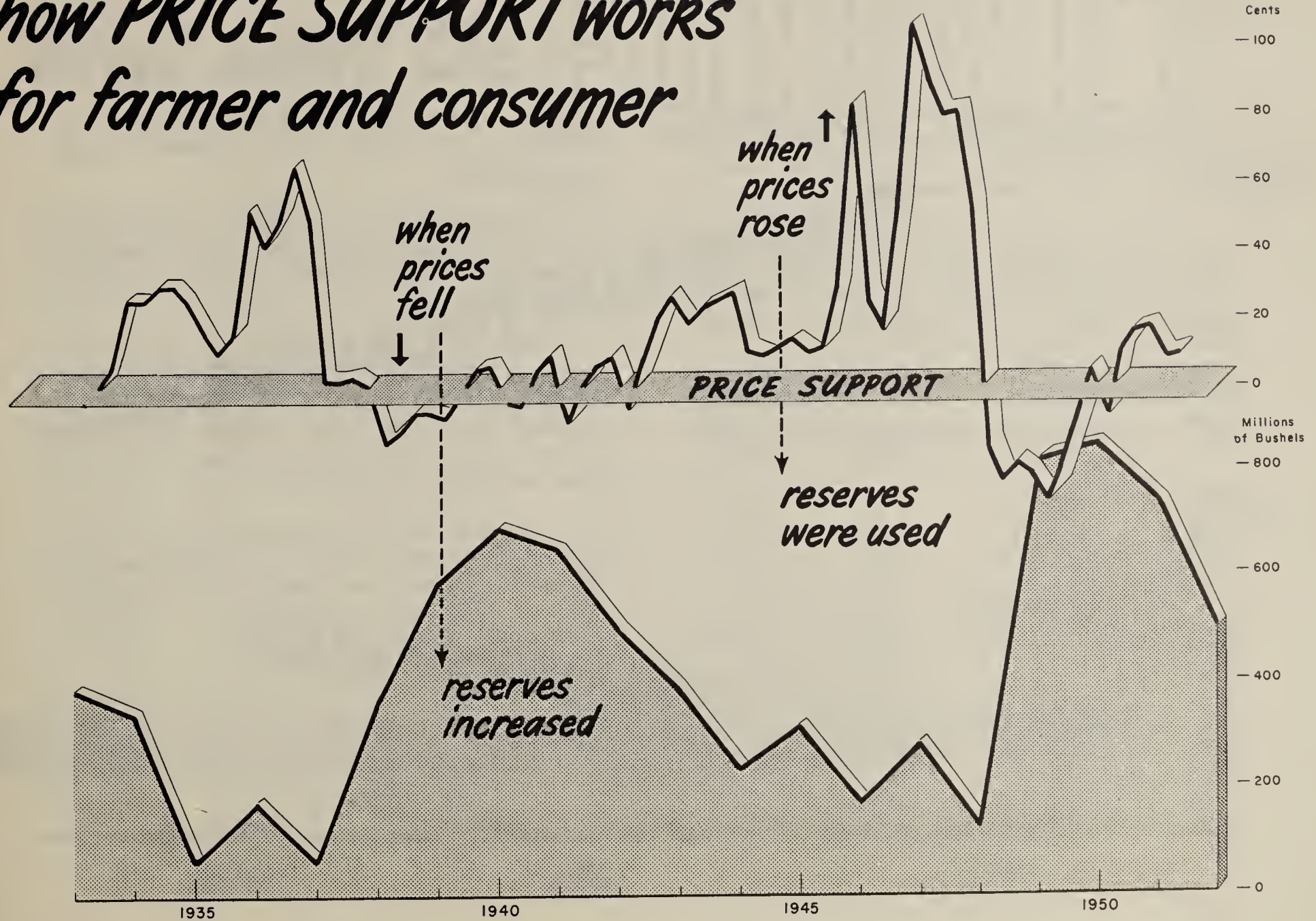
helps to check the price rise and to stabilize the food supply.

Before price support not enough corn was held in reserve in the years of big crops either to soften the effects of price fluctuations, or to provide a safe margin for livestock feeding.

A study published by the Senate Committee on Agriculture and Forestry (Senate Document No. 130) indicates that the price-support and storage programs in force during the last 12 to 15 years have reduced by about half the fluctuations in corn consumption by livestock caused by year-to-year changes in corn production, compared with a similar period before these programs were in full operation.



how **PRICE SUPPORT** works for farmer and consumer



This chart shows the growth in total U. S. population in the last 42 years, the decline in the number of persons on farms, and projects the two trends to 1975.

Here are the total U. S. and the farm population figures for 1910 and 1951, and the estimates for 1975 by the Bureau of Census and BAE, with the proportion which farmers represent of the total:

| <u>Year</u> | <u>Total population Millions</u> | <u>Farm population Millions</u> | <u>Farm percentage of total Percent</u> |
|-------------|--|---|---|
| 1910 | 92 | 32 | 34.9 |
| 1951 | 155 | 23.3 | 15.0 |
| 1975 | 190 | 19.6 | 10.3 |

In 1910 farm people represented slightly more than 1 out of every 3. Now farm

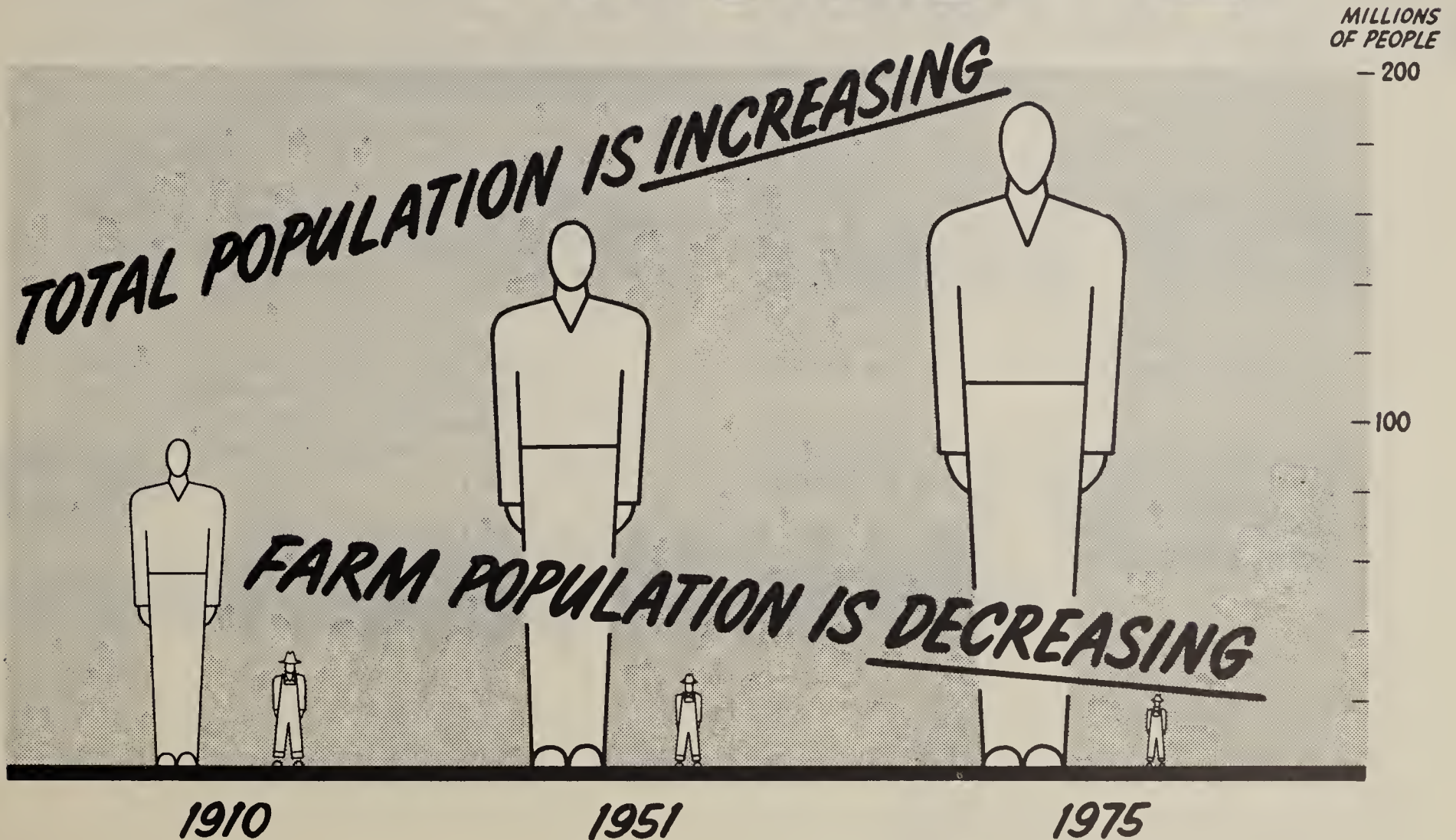
people represent about 1 out of every 7. By 1975 farm people will represent 1 out of every 10.

The estimate of persons on farms by 1975 is based on the yearly rate of decline since 1916, or a little less than 1 percent a year.

The estimated increase of 35 million persons in the total population from 1951 to 1975 is equivalent to the combined 1950 population of New York, Pennsylvania, New Jersey, Connecticut, Rhode Island, Vermont, New Hampshire, and Maine.

The estimated decrease in farm population from 1951 to 1975 is equivalent in terms of numbers to the 1950 farm population of Ohio, Indiana, Illinois, Iowa, and Nebraska.

what about the **FUTURE?**



The number of workers on farms has steadily declined as agricultural efficiency has steadily increased. In the 1910-14 period there were slightly more than 12 million workers on farms. Now there are slightly more than 10 million. Based on the long-time trend, a further decline of about 1 $\frac{1}{4}$ million workers on farms can be expected by 1975.

As workers leave farms to take their places in other useful occupations, the responsibility of those remaining on farms will increase as it has over the last 40 years.

In the 1910-14 period 1 farm worker supplied food and fiber for 8 persons,

including himself. Now he supplies 15 persons. By 1975 each worker on farms must supply 21 persons, including himself.

The decline in number of workers on farms is not an alarming trend--so long as the farmer is in a cash position to replace lost farm manpower with labor from a chemical plant, a machine factory, a petroleum field, a research laboratory, electric power, and so on.

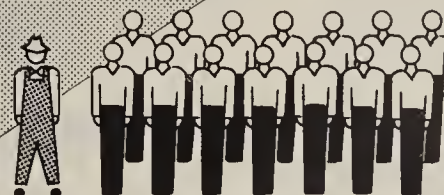
At the same time, as the working force in agriculture further diminishes, the technical skills required of remaining workers, already great, will increase still more.

40 YEARS AGO...



*ONE FARM WORKER
FED 8 PERSONS*

NOW...



*HE FEEDS
15 PERSONS*

BY 1975...



*HE MUST FEED
21 PERSONS*

Estimates of the increase in farm production required by 1975 start at approximately 20 percent above present levels and range on up, depending upon the particular estimate of national income and quality of diet.

To supply each person in 1975 with approximately the same level of diet as now would require an increase in production of about 20 percent above 1951.

Approximately 100,000,000 additional acres of cropland would be required to achieve this increase at present yields. Not nearly that much new cropland is available.

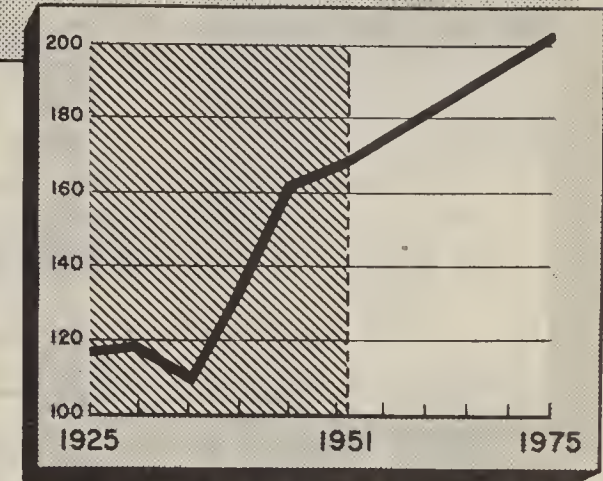
Most of the increase in production must come from rehabilitating old acres and increasing yields on present cropland.

To keep pace with population growth, and to provide ample reserves which can be called upon in emergencies, farm production must keep setting new records, and farming efficiency must increase still more.

THIS IS THE CHALLENGE

to keep your plate full

**FARM PRODUCTION
MUST KEEP SETTING
NEW RECORDS...**



But

**THERE IS LITTLE NEW LAND
AVAILABLE... THERE WILL BE
FEWER FARM WORKERS**

Maintenance of farm buying power is one of the essentials of meeting the challenge of the future.

Present high-level farm production is not the result of farming many more acres or employing many more workers.

It results from the fact that farmers are in a cash position to pay for the new machines, the chemicals, the petroleum fuels, the electric power, the technical skills, and other goods and services produced by industry, research, and labor without which modern farming could not survive.

Today's farmers are creating jobs for labor. They are producing business for

industry. They are producing more food for all of us.

The responsibility of agriculture, already great, is growing. To supply you in the future, the cash position of agriculture must be such that farmers can purchase a still greater annual volume of goods and services from industry and labor as a substitute for farm labor and productive new land.

A higher annual cash requirement and greater dependence upon industrial and labor resources attach increased importance in the future to price-support programs which help to maintain farm buying power.

*the
CHALLENGE
can be met*

***IF
FARM
BUYING
POWER
is HIGH***

*farmers must be able to
buy still more production
goods from industry to
make up for the lack of
productive land and less
farm labor*

***TO
SUPPLY
YOU
IN
THE
FUTURE***



FARMERS

*must have confidence
that high investment in full
production for the future will not lead
to bankruptcy and ruin*

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